



BULGARIA MEDIA LANDSCAPE

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Country overview

A FIVE-YEAR STREAK OF ROBUST ECONOMIC GROWTH INTERRUPTED BY COVID-19

Overview of Bulgaria



CAPITAL
Sofia

REGION
Europe

GDP PER CAPITA, PPP
\$23,169

GDP
\$65.1 billion

POPULATION
7,024,216

AREA
110,879 SQ.KM

Bulgaria is one of Europe's oldest countries, transitioning into democracy in 1990 after long drawn isolation at the hands of authoritarian regimes.

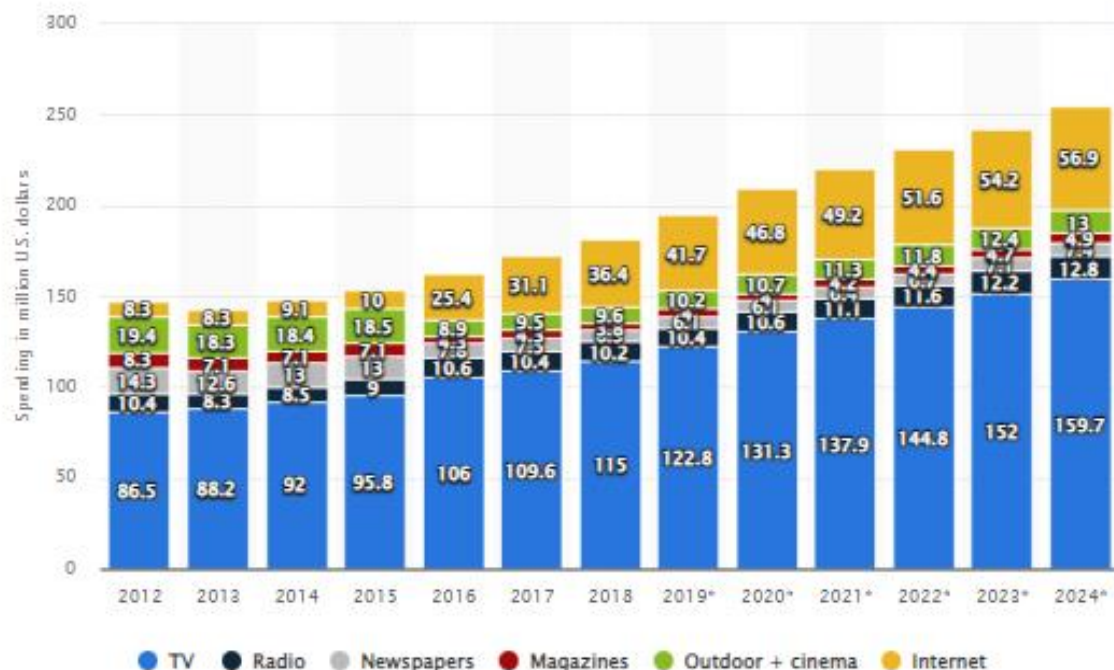
Bulgaria is an upper-middle income nation, but the poorest in the European Union.

Its economy is powered by construction, mining, services – which include tourism – and agriculture sectors.

Media consumption overview

TV MAINTAINS HIGHEST REACH, WITH DIGITAL GROWING FAST

Spending on advertising in Bulgaria from 2012 with forecast to 2024, by medium *(in million dollars)*



TV is the most used and trusted medium.



18% of total daily media time is spent with radio- 1h 26 m.



Declining readership.

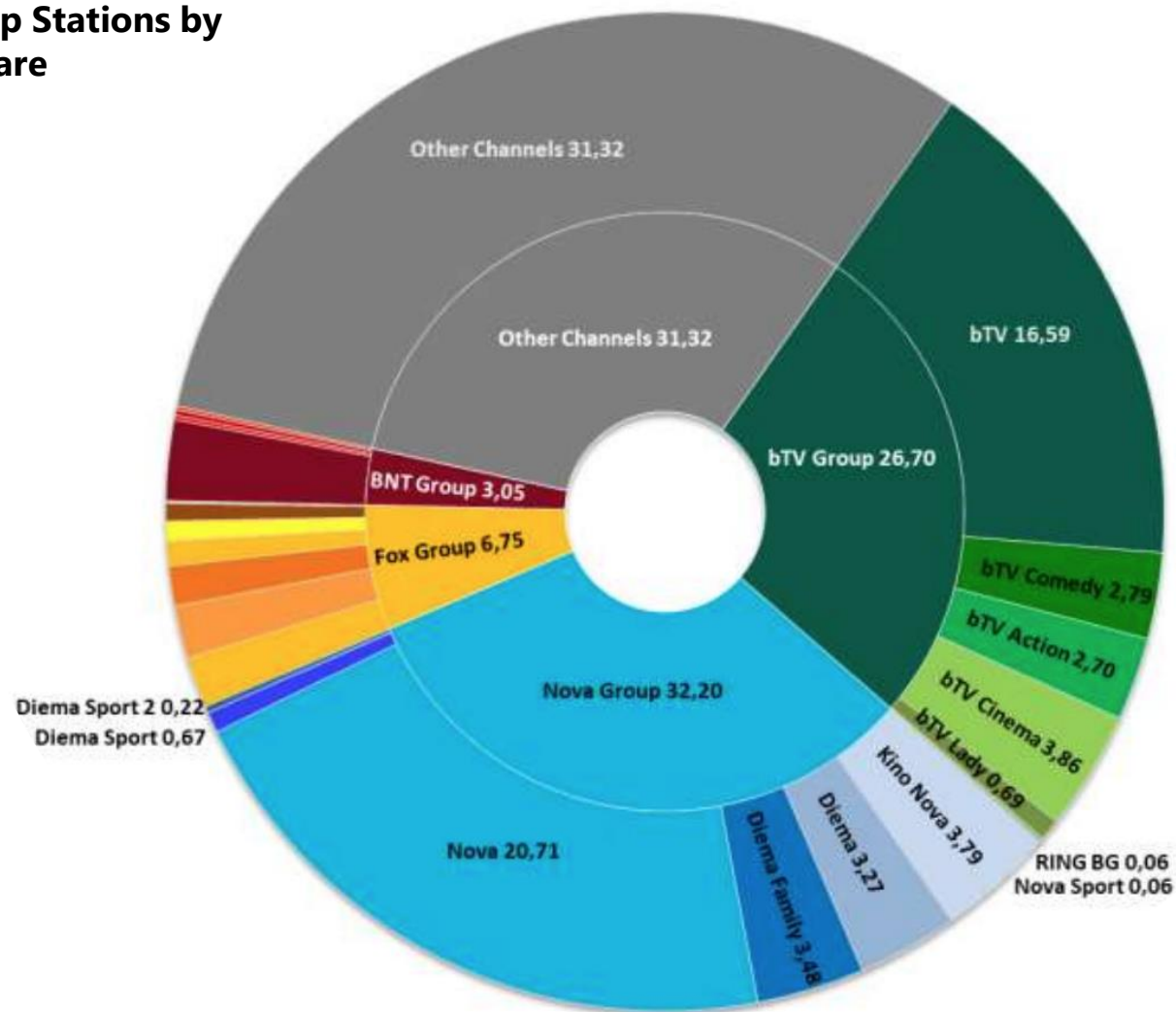


Consume more digital media than traditional.

TV

TV HAS A MONTHLY REACH OF 94%

Top Stations by share



TOP STATIONS



- An average of 3 hours and 51 minutes worth of TV was viewed in 2020.

Radio

STABLE REACH DEPICTS A LOYAL LISTENERSHIP

TOP STATIONS

- More than **90% of Bulgaria's population** tune into the radio at least once a week



BG Radio



Radio 1 Rock



Radio 1



Radio Nova

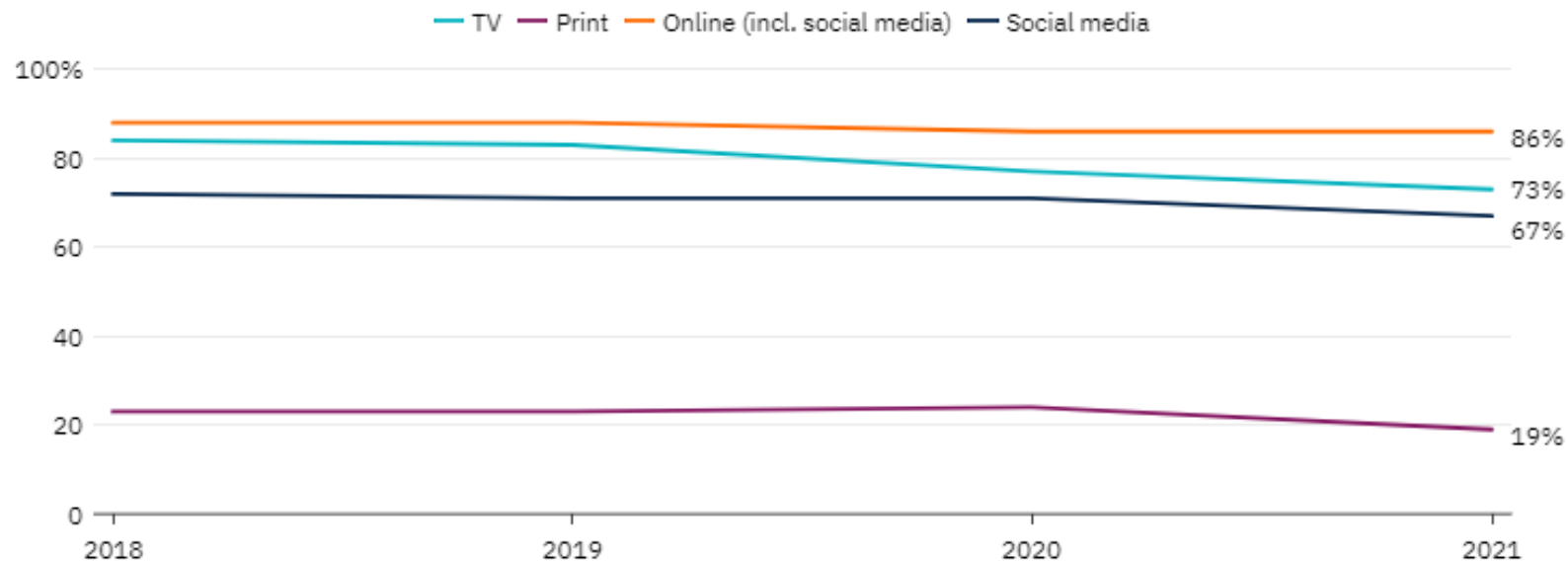
Print

NEWSPAPER BRANDS SAW RISING AUDIENCES FOR THEIR ONLINE DIVISIONS DURING PANDEMIC

Sources of news

2018–2021

Bulgaria



- The dominant form on the market is that of "hybrid tabloids", combining both quality press and tabloid features
- The most-read national newspapers are Telegraph, 24 Chasa, and Trud

Print Consumption

TOP PRINT TITLES

Telegraph

Circulation: 90,000

The Telegraph is a Bulgarian national daily newspaper published in Sofia. It is one of the recognized leaders in the Bulgarian media market. Its dynamic development, social commitment, modern graphics, and pricing have reinforced its position as the top-circulation national daily newspaper in the country.

Trud

Circulation: 50,000

Trud is the largest-circulation Bulgarian daily newspaper. The newspaper's first issue came out on 1 March 1936, making it one of the oldest Bulgarian newspapers still in existence. It covers national and international news on politics, sports, culture.

24 Chasa

Circulation: 52,000

24 Chasa is a Bulgarian newspaper seen as a pioneer of the free Bulgarian press. Its headquarters are located in Sofia. The tabloid format and the colloquial, somewhat derisive, writing style of 24 Chasa quickly gained wide popularity. It is targeted at Young Adults.

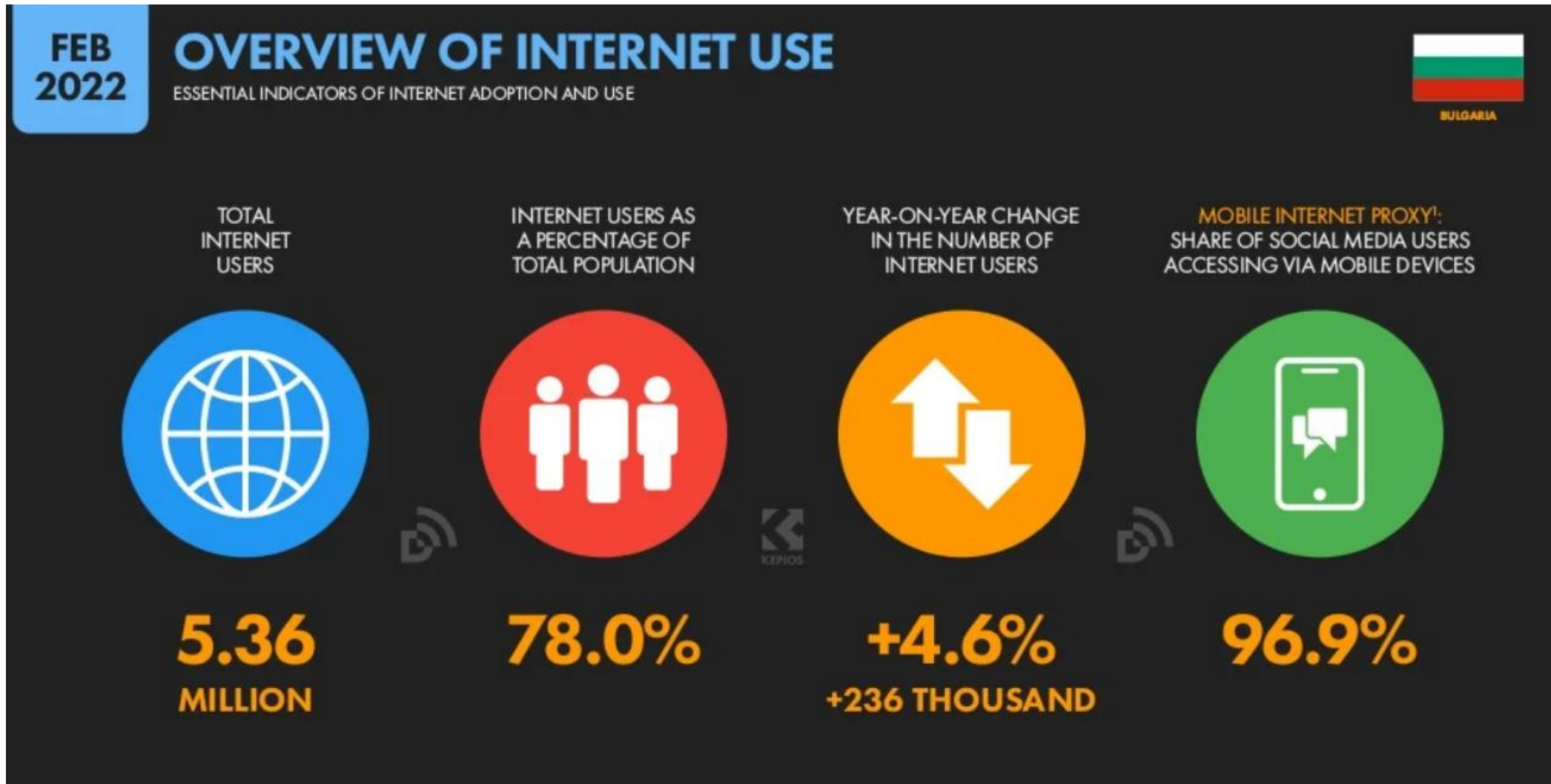
Standart

Circulation: 35,000

Standart is a Bulgarian newspaper founded in 1992. The newspaper has established itself as the influential Bulgarian newspaper, targeting an affluent audience interested in business and politics.

Digital overview

A MODEST INTERNET PENETRATION RATE OF 67%



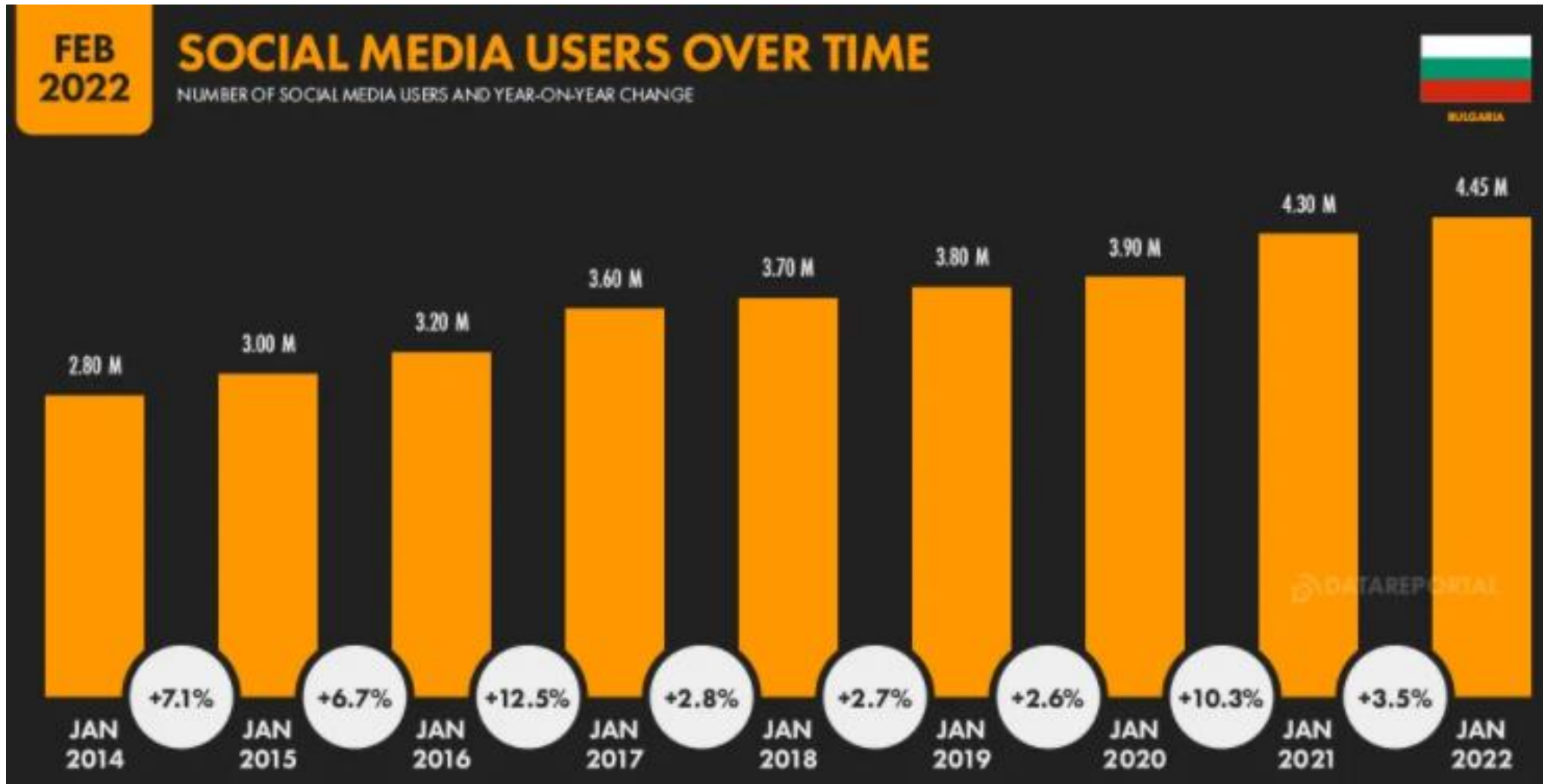
Where one can find them on the web

FACEBOOK IS THE 2ND MOST SEARCHED WEBSITE ON GOOGLE



Social media overview

BULGARIA HAS A TOTAL OF 4.45 MILLION SOCIAL MEDIA USERS



Let's Discuss

Tel: +971 4 425 3300

Email: info@themediavantage.com

Website: www.themediavantage.com

Location: 8th Floor, Reef Tower, Cluster O, JLT,
Dubai, UAE

